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WHOLESALE LIST

The Big 4—Herada, Gretchen Zang
Bertrex and Evelyn Kirtland

No Collection complete without these four beautiful varieties

Austin-Coleman Company

"HOME OF ELM HILL GLADIOLI"
WAYLAND, OHIO



IT was over a quarter of a century ago that the first *Gladiolus* bloomed for us and won first place in our hearts. More and more came, and in company with Mother Nature work among them became enchantment. We dreamed of sending them into the world that others might revel in their beauty, but the Elms whispered "wait." Years rolled on and magic came to rule our garden. Long, slender, graceful stems displaced short, stiff spikes (spike is not a pretty word to be the bearer of beauty). Through years of waiting and the intricate processes of hybridization and selection, giant new and beautiful forms and marvelous colorings were ours, and we knew that the dream could come true. Our belief is firm that the tallest and most graceful *Gladioli* in existence have been produced and now we are offering them to you from their HOME AT ELM HILL.

Austin-Coleman Co.

HOME OF ELM HILL GLADIOLI

Wayland, Ohio

IT IS GOOD BUSINESS JUDGMENT TO ORDER

THE BIG 4—GRETCHEN ZANG, HERADA, EVELYN KIRTLAND AND BERTREX

Their superiority has been proven by winning numerous First Prizes and Silver Cups at leading exhibitions

GRETCHEN ZANG

(Mrs. Austin)

A large growing variety of a most beautiful soft melting shade of pink, blending into deep salmon on the lower petals. Approaches the brilliant coloring of the Beaute Poitevine geranium. The color makes it especially valuable for florists' use. Blooms from small bulbs.

A First Prize Winner and Award of Merit from Gladiolus Society of Ohio.

"The bulbs of Gretchen Zang from you did beautifully. It is the most pleasing shade of pink I have ever seen in a "Glad." The florists were very eager for me to grow them in large numbers."—E. T. Wigington, Louisville, Ky.

\$5 per 100.

BERTREX

(Mrs. Austin)

Stands right at the top of all existing white varieties. Flowers of great substance and of the size and form of America. Increases rapidly, takes up water well and a good shipper. Our customers give their unqualified endorsement.

Read this one: "Of twenty new varieties tried the past season Bertrex was the best for cut flowers, even excelling America, the old standard."—Henry C. Eckert, —, Ill.

Stock very limited, \$6 per 100.



EVELYN KIRTLAND

(Mrs. Austin)

It is difficult to describe in words the beauty of this variety. The flowers of strong substance, are a beautiful shade of rosy pink, darker at the edges, fading to shell pink at the center, with brilliant scarlet blotches on lower petals. Entire flower showing a glistening, sparkling lustre. The form is wide open, somewhat reflexed, slightly fluted and many open at one time. Spike GIANT in height, straight but slender and bending gracefully with its burden of blooms. Wonderfully decorative.

Winner of the Chas. F. Fairbanks prize in "Best Display New Seedlings, Cleveland, 1915." Award of Merit from Gladiolus Society of Ohio. Stock limited.

\$8 per 100.

HERADA

(Mrs. Austin)

A new variety and a new color in Gladioli. Blooms of immense size on tall straight spikes. Massive in every way. The blooms are pure mauve, glistening and clear. Unusually striking and attractive.

Winner of First Prize, "Size of Bloom and Spike Only to Count." Also winner in "Best Display New Seedlings." Award of Merit Gladiolus Society of Ohio.

"A new touch of color was added to our garden last summer by the introduction of Herada, a brilliant mauve that is bound to become popular."—Montague Chamberlain in Garden Magazine.

\$5 per 100.

IMPORTANT ENDORSEMENT:

A. F. J. Baur, of Baur & Steinkamp, Wholesale Florists and noted Carnation Breeders, Indianapolis, writes:

"Please quote us on EVELYN KIRTLAND and BERTREX in various quantities. EVELYN KIRTLAND turned out to be what the writer thought. It is the FINEST PINK in EXISTENCE. BERTREX is an unusually good white. Both should become leaders."

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Miss Evelyn Kirtland measuring the length of spike (note yard stick) of the Gladiolus named for her. The one she is measuring was cut close to the ground. Three buds are off the top in the illustration.

The other spikes were cut leaving four leaves for foliage.

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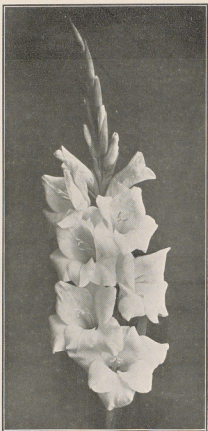
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PLANTING STOCK ONE-HALF TO ONE INCH DIAMETER ONE-HALF ABOVE PRICES. 25 AT 100 RATE

Austin-Coleman Co.

Wayland, Ohio

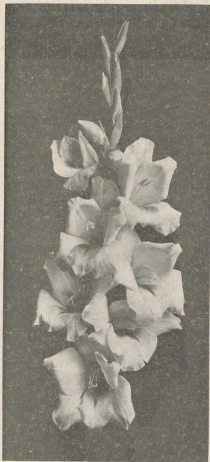


BERTREX

"Of twenty new varieties tried the past season Bertrex was the best for cut flowers, even excelling America, the old standard."—Henry C. Eckert, Belleville, Ill.

Austin-Coleman Co.

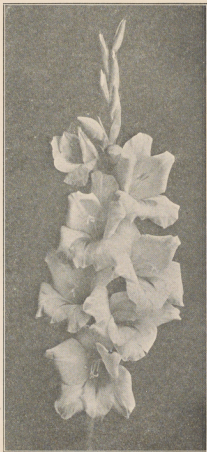
Mayland, Ohio



GRETCHEN ZANG

Buy it liberally—it's a winner and a comer.

James F. Rychlik, Florist and Grower, Painesville, O., writes: "Please inform me if you can let me have 2500 GRETCHEN ZANG. I had spikes of Gretchen Zang over five ft. in height and with from eighteen to twenty-six blossoms."



GRETCHEN ZANG

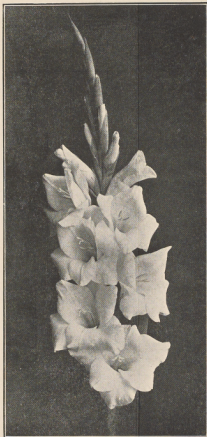
MRS. AUSTIN

The blooms are large and sparkling, and the most beautiful soft melting shade of pink, blending into deep salmon on lower petals. Strikingly beautiful and likely the only variety that approaches closely the brilliant colorings of the Beaute Poitevine geranium. Spike tall and graceful with an occasional waved one. First Prize Winner and Award of Merit Gladiolus Society of Ohio.

AUSTIN-COLEMAN CO.
WAYLAND, OHIO



Home of Elm Hill Gladioli



BERTREX
MRS. AUSTIN

A beautiful white, and sure to become a leader for florists' use.

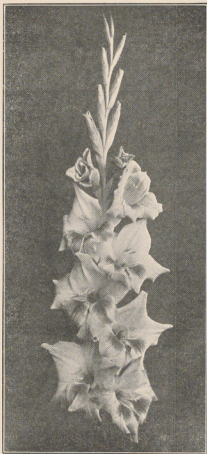
Winner of Silver Cup for Best New Seedlings at Cleveland Exhibition, 1913.

Austin-Coleman Co.

ORIGINATORS OF
GIANT AND DISTINCT GLADIOLI
WAYLAND, OHIO



Home of Elm Hill Gladioli



"Evelyn Kirtland is the most magnificent Gladiolus I have ever seen, and I have seen most all there are."

WILBER A. CHRISTY,

Secretary-Treasurer Gladiolus Society of Ohio

"America has recently added to our wealth in important Gladiolus two pink beauties that have been named "Evelyn Kirtland" and "Gretchen Zang".

MONTAGUE CHAMBERLAIN,

In August Issue The Garden Magazine

Austin-Coleman Co.

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